The University of Michigan
Survey Research Center

Project 504
November 1966

INSTRUCTION BOOK

Fall 1966 Omnibus

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WHAT THIS STUDY IS ABOUT

This is the 1966 Fall Omnibus. Coming as it does shortly after the national Congressional elections, it is natural that one of the major interests of this study should be the political attitudes and behavior of the American voter. We have been conducting such studies since 1948, with major election studies in 1952, 1956, 1958, 1960 and 1964.

Two books have been published using data gathered in these interviews. A volume entitled The American Voter, published in 1960, was based on all of the political studies done prior to 1960. Elections and the Political Order, published in the summer of 1966, is a collection of articles written about the national elections. In addition, we expect two more books to be published next year, one a major work on the 1956-58-60 panel series of studies, the other based on the 1958 election study in which both Congressmen and their constituents were interviewed. In short, the interviews taken by you over the years represent a significant addition to the political history of the American people.

Since 1966 is an "off-year" election, we have a good opportunity to find out more about the political attitudes and behavior of Americans during election years when there is no Presidential contest. This Fall Omnibus also marks the first major study of American attitudes toward the United States Supreme Court. The Court makes many important decisions which affect the lives of Americans, and we are interested in the reaction of the American public to these decisions and to the Court.

Finally, each of the quarterly Omnibus surveys includes our usual questions about economic attitudes and behavior. The consumer is asked about his family's economic situation, his view of economic trends in the nation, and his expectations of buying automobiles and durables during the coming year. Many traditional questions are repeated in each survey; by comparing respondents' answers to the same questions, asked in different surveys, we are able to measure changes in consumer attitudes and expectations.

In addition, the economic section of the 1966 Fall Omnibus contains a number of new questions dealing with R's knowledge of changes in the interest rate and certain specific actions which he might have taken because of changes in the interest rates. There are several questions designed to show whether R has an idea what his financial circumstances will be five years from now, or whether that is something he can't tell. (Don't force him to guess on these questions.)

Sponsorship of the Political Study

In order to finance this study, the Center has obtained money from various scholarly organizations who feel it is important to continue our research into the political behavior of American voters. Under such a research grant arrangement, the Center is allowed complete freedom in planning and carrying out the study. For all practical purposes, the Center is the sponsor. It goes without saying that the Center, as a research agency, is impartial and neutral with regard to political and economic events; the role of the Center and its staff is that of an objective collector of facts about where the public stands.

SAMPLING FOR P. 504

Sample Addresses

All addresses for P. 504 will be from segments (which are in turn derived from chunks). Blue and yellow folders have been prepared for all segments and will be sent to you if the chunk is being used for the first time. If any segment in the chunk has been previously used, you already have the yellow folder in the PSU files and only the blue folder will be sent.

Assigning Cover Sheets

You will receive white (Type I) and blue (Type Ia) cover sheets for primary families, and green (Type II) cover sheets for secondary families. EACH SAMPLE ADDRESS IN A SEGMENT IS TO BE ASSIGNED A WHITE COVER SHEET BEFORE ANY INTERVIEWING IS DONE. The assignment of white cover sheets to the addresses is to be made from the S203 listing sheet in the blue folder (except for the assignment of white cover sheets to extra DU's at sample addresses). Blue cover sheets and green cover sheets are to be assigned at the time of interviewing when the need for them arises.

White cover sheets are assembled in packs of five; blue cover sheets and green cover sheets are in packs of three. In each case, USE THE COVER SHEETS IN THE ORDER IN WHICH THEY ARE ASSEMBLED. Within each pack the sheets are numbered in the upper right-hand corner, 1 through 5 (white) or 1 through 3 (blue and green). Use sheet 1 first, then sheet 2, etc.

Selecting the Respondent(s)

On the white cover sheet, use the selection table to choose a random politically eligible person in the primary family. Note that members of secondary families are not eligible for selection on the white cover sheet.

If the person selected is the head, or wife of head, of the primary family, he is an eligible respondent for the economic questions as well, and a blue cover sheet will not be used. However, if the respondent selected on the white cover sheet is not head or wife, a blue cover sheet is to be filled out, and the head or wife (as specified on the cover sheet) is to receive the interview of economic questions only.

Whenever there are secondary families, a green cover sheet is to be made out for each, and the head or wife of head (as specified on the cover sheet) of each secondary family is to be interviewed. Note that a secondary family is one which shares the DU of the primary family, but is unrelated (by blood, marriage or adoption) to the head of the primary family. Roomers, boarders, etc., will fall into this category.

Extra DU's at Sample Addresses

At each sample address check for additional DU's. If one or more additional DU's are discovered, make out a new white cover sheet for each and then proceed to take the interview.

Please make out a cover sheet for each extra DU and clearly identify it as "extra DU." Use the same line number on that extra DU cover sheet as you did on the cover sheet for the original DU. Be sure to record, on both the cover sheet and the listing sheet, the identification (up, down, front, back) for each extra DU.

Always interview at all extra DU's unless you find more than 4 extra DU's at the address. If you find more than 4 extra DU's in a structure, notify the office. Do not interview until told what to do.

Sampling Procedures in Large Segments

1. TAKE ALL Segments

   If, after completing the listing of a TAKE ALL segment (or after bringing a prelisting up to date) you find that the segment contains more than 12 DU's, do not interview in the segment. Return the blue folder, containing the complete listing and a sketch showing DU locations, to us immediately. Attach an Immediate Action Form (bright pink) to the folder and call our attention to the fact that you have 13 or more DU's assigned in this segment on P. 504. We will then make another selection of lines and return the blue folder to you as quickly as possible.

2. TAKE PART Segments

   In TAKE PART segments, if the number of listed addresses exceeds the highest line number appearing in column 5 of the blue folder cover, send the folder (Immediate Action Form attached), with the listings and a rough sketch of the segment, to the Field Office. After reviewing the materials, we will send instructions to you.

Noninterview and Nonsample Addresses

Whenever you have a sample address (an address on an assigned line on the S203), you are to make out a cover sheet for it, even if the structure no longer exists, is no longer a dwelling, is vacant, or is under construction.

If you are unable to obtain an interview with a respondent, please complete the appropriate information on the reverse side of the cover sheet.

Return of Blue Folders to Ann Arbor

After you (or another interviewer) have visited a segment and brought the listing sheet in the blue folder up to date or prepared a new listing for a new segment, only then is the blue folder to be returned to the Ann Arbor office. However, do not keep the blue folders any longer than is absolutely necessary. Work from the yellow folder and return the blue folder to us.

IMPORTANT

I. When you receive your blue folders and pull from your files the appropriate yellow folders, REMOVE THE PINK INSTRUCTIONS ("Interviewing in Segments") from any folders which still have them - THESE ARE OBSOLETE.

II. Certain changes have been made in the sampling procedures since the pink instructions were issued. Refer to Chapter 10 (pages 56-65) in the INTERVIEWERS' MANUAL and look at the examples on pages 72-76, to refresh your memory about the revised procedures.

Some Reminders About Listing

When listing a new segment or checking a prelisted segment, pay particular attention to "out of the way places" such as DU's with rear, alley, or side entrances, DU's located within, above, beside, or behind commercial buildings, and DU's in structures behind a main DU which faces a street.

New Segments

If a selected segment is to be listed for the first time, be sure to review the listing instructions given in the new Interviewers' Manual. Note that when listing DU's in a small multiple DU structure, it may be necessary to inquire of a responsible person as to the number and location of DU's within the structure.

Prelisted Segments

In many cases the S203 segment listing has already been prepared. Prelistings are found occasionally for segments being used for the first time, and always for segments that have been used before. Make certain that DU's in structures that were previously overlooked or have come into existence since the time of the prelisting are added to the segment listing sheet.

(See Field Notes, page 9, for instructions concerning Respondent Letters.)

General Information

For the general information concerning the following items refer to the Interviewers' Manual:

1. General listing instructions (pages 50-55)
2. Who is a member of the household (pages 70-71)
3. How to determine family units (pages 68-70)
4. Definitions of head (of household) and primary and secondary family units (pages 68-70)
5. Sampling with selection tables (pages 66-68) - Remember that we are selecting a person from among only the politically eligible persons in the primary family on this study, rather than from among all adults as usual.
6. Examples (pages 72-76, 79-82).

White Sample Address Summary Sheets

A supply of blank white Sample Address Summary Sheets are included for the use of the Office Contact and the interviewers. The Office Contact can use these sheets to add any additional or missed DU's in the PSU sample. Each interviewer should use the sheets to list all the addresses assigned to her. This form should be kept up to date. If the Sample Address Summary Form is updated after each visit to a segment, the interviewer can quickly scan it each week and fill in the information required on the Weekly Progress Report Form.

FIELD NOTES

Study Dates

Wednesday, November 9 - Monday, December 12, 1966

You may start interviewing for this project Wednesday, November 9---not before because of the post-election questions. Please complete the practice cover sheet exercise and your practice interview and mail them both to your supervisor before you start interviewing.

All interviewing must be completed by December 12. The Availability Memo gave the study dates as November 9 - December 16, but we have had to revise the ending date in order to fit in with the December 16 closing date in Coding. All interviews and NI cover sheets should be in the mail by midnight, December 12 in order to allow them time to get to the Field Office and get coded by December 16. Interviews arriving in the Field Office after December 16 cannot be used.

Practice Cover Sheets

Each interviewer will get an envelope containing the materials she will need to work through five practice cover sheet situations. Each envelope will contain the following materials:

(1) a sheet describing the five practice situations

(2) a pack of five white (I) cover sheets stapled together

(3) a pack of three blue (Ia) cover sheets stapled together

(4) a pack of three green cover sheets stapled together

(5) fifteen copies of the face sheet from the P. 504 interview

For each situation you should work through a white (I) cover sheet filling out the accompanying face sheet, and make out blue and/or green cover sheet(s) whenever necessary. As in the real interviewing situation, use the cover sheets in the order in which they are stapled. That is, you should use the first cover sheet in the stapled pack of white (I) cover sheets for situation 1, the second one for situation 2, etc. As they are required, the blue and green cover sheets should also be used in the order in which they are stapled.

Skip items 2-10 and the Call Record on all practice cover sheets as well as item 11 on Cover Sheet I.

Be sure to work all the way through each practice situation filling out all cover sheets required by the situation described, and making out a face sheet for each cover sheet.

As you complete your work on each practice situation assemble the materials in the proper order (Cover Sheet I and accompanying face sheet, Cover Sheet Ia and accompanying face sheet, Cover Sheet II and accompanying face sheet) and attach them together. Label each set with its practice situation number.

Send the five completed practice sets to your supervisor together with your practice interview. Your supervisor will notify you if you have made any errors, but do not wait to hear from her before you begin interviewing on November 9.

Practice Interview

As usual, take a practice interview for P. 504 as soon as you have studied your materials, and mail it to your supervisor before you begin production interviewing. You may start interviewing on November 9 without waiting for your supervisor to comment on your practice interview.

Please remember to clearly identify your practice interview by writing "PRACTICE" on the first page.

Materials You Should Have for P. 504

Instruction Book	1 per interviewer, plus 1 per PSU
Practice Cover Sheet Sets	1 set per interviewer
Questionnaire............................	1 per sample address, plus extras
Telephone Sheets	1 per sample address, plus extras
Sets of Show Cards (6 per set)............	2 sets per interviewer
Respondent Letters........................	1 per sample address, plus extras
Envelopes for Respondent Letters..........	1 per sample address, plus extras
"Why Do We Ask You?" folders.............	1 per sample address, plus extras
Thank You Cards..........................	1 per sample address, plus extras
Report Request Cards......................	1 per sample address, plus extras
Project Completion Forms..................	3 per PSU (for OC's use)
Progress Report Forms.....................	1 set per PSU (for OC's use)

Set includes: 1 Form for November 9-15
1 Form for November 16-22
2 Forms for November 23-29 (one for Supervisor and one for Field Office)
1 Form for November 30 - December 6
(Use Project Completion Form for December 7-12)

White Sample Address Summary Forms........	3 per interviewer
Envelope(s) of Sampling Materials.........	(contains cover sheets and Blue Folders)

Cover Sheet and Face Sheet Instructions

You should have a white (I) cover sheet assigned for an address before you call at it. Just work through this white cover sheet using information about the address and the DU occupants that you are able to get from your initial contact at the address. Get the relationship to head and sex and age of each person 18 or older and each married person regardless of age and record this information in the listing box on the first page of a questionnaire. From the "relationship to, or connection with, head" indicated for each person, determine and record the family unit number in column b. All members of the Head of Household's family get No. 1. Members of a secondary family unrelated to the Head get No. 2. If there is more than one secondary family, the additional ones get No. 3, 4, etc.

You will have to ask your initial contact, for each person listed, whether he/she is a U.S. citizen. Then for each person listed, look at age and whether he/she is a citizen to determine if he/she is politically eligible. Note that in both columns e and f we are asking you to write "Yes" or "No" on each line.

The next step is to locate all persons who have Family Unit No. 1 (in column b) and who also have a "Yes" in column f. You may want to put a small check in column g to designate these people. You will then assign a number to each politically eligible person in Family Unit No. 1 giving No. 1 to the oldest male, No. 2 to the next oldest male, and so on until all the males are numbered. Continue by numbering the females; the oldest female gets the next number after the youngest male, etc. If there are no males to be numbered, then the oldest female gets No. 1, the next oldest female No. 2, and so on. Write these numbers in column g.

At item 13 on the cover sheet you are asked to check one of three boxes to indicate whether there is no politically eligible person in Family Unit No. 1, or one, or more than one. If there is none, the white (I) cover sheet becomes NER and you will assign a blue cover sheet to the address for determination of an economic respondent. Don't forget to check for secondary families at item 19 before you leave the white cover sheet.

If there is only one politically eligible person in Family Unit No. 1, that person is your respondent.

If there is more than one politically eligible person in Family Unit No. 1, use the Selection Table printed on the cover sheet to determine which one of them is to be interviewed. Find the number in the left-hand column of the Selection Table that corresponds with the total number of politically eligible persons in Family Unit No. 1 (add the number of lines on which you have put numbers in column g to get this total); circle this number. The number in the right-hand column opposite the number you just circled in the left-hand column is the number (assigned in column g of the listing box) of the person you are to interview. Circle that number too, to show clearly the number that identifies the person to be interviewed.

When you have determined who your respondent is, put a check (✓) in column h on the line on which he/she is listed.

If the selected R is either the head or the wife, then the R is to be asked both the economic and political sections in the questionnaire and nobody else from the primary family is to be interviewed. However, if the selected R is anyone other than the head or wife, then you are to ask him/her only the political sections and assign a blue cover sheet so that you can interview either the head or wife (as indicated on the assigned blue cover sheet) as an economic respondent.

Item 16 on the cover sheet tells you whether you are to ask Page 27X or Page 27Y and asks you to check the applicable "Page 27X" or "Page 27Y" box on the first page of the interview. Please remember to check the box on the face sheet so that when you get to page 27, you can just look back to the first page to see which version of page 27 you are to ask rather than having to check back on the cover sheet.

Ia and II Cover Sheets

Remember that whenever you use a blue or green cover sheet, the listing box information on the face sheet accompanying it should appear exactly as it does on the face sheet for the Cover Sheet No. 1 respondent, except for your check in column h to indicate the respondent.

Item 13 on the green cover sheet asks you to check on R's political eligibility. If he is not politically eligible we want to ask him the economic sections only, whereas if he is politically eligible we want to ask him all sections.

The Questionnaire

Inasmuch as many of the questions have been used before, we have done a considerable amount of "precoding" on the questionnaire itself. This means that in many cases we have inserted a number, as well as a key answer word in the box which you are to check. As far as your interviewing is concerned, you should disregard these numbers.

Page 27 in Section C

There are two versions of Page 27 in Section C of the questionnaire. The only difference in these pages is the order of the questions. Each white and green cover sheet indicates whether you are to ask Page 27X or Page 27Y. We expect to end up with about an equal number of interviews with Page 27X asked and interviews with Page 27Y asked, in the total national sample. See "Question-by-Question Objectives" for further information on the two versions of Page 27.

Telephone Sheet

A telephone sheet is to be filled out for respondents asked all sections and respondents asked just the economic sections, if they have a phone and will give you their phone number or name.

Also fill out a telephone sheet for an R who doesn't have a phone, but mentions that he may get one, if he is willing to give you his name.

Call Procedures

1. On your first visit to a segment to update, or list, you should plan to interview at least one respondent in the segment. Be sure to allow enough time on your first visit to the segment to both check or make a listing and take an interview. This procedure will get you off to a good start and keep sampling costs down.

2. Start calls on all assigned DUs early in the study period. This will allow you time to make repeated callbacks for respondents you are unable to contact the first time, and should give you a better chance to find the selected respondent at home and free. Callbacks at addresses which were previously NAH or RA should range over the entire study period, showing a spread between weekdays and weekends, as well as between mornings, afternoons, and evenings.

3. Return a cover sheet to the office if it is RA or NAH after four calls in urban or rural non-farm areas or after three calls on a rural farm address if:

   a. Calls were made at all parts of the day - morning, afternoon, and evening.

   b. Calls were made on weekend days as well as weekdays.

   c. Your PSU has reached a minimum response rate of 85%.

   If all three of these conditions are not true, continue to call on an NAH or RA until all conditions are met, or the maximum limit of eight calls has been reached.

4. If you get a refusal, it is often useful to exchange your refusals with another interviewer's refusals. Often just a different person calling at the address will impress the respondent with the importance of his being interviewed.

Use of Respondent Letter

A copy of the respondent letter appears at the back of this book. We have included in the study materials for each PSU enough letters and franked envelopes so that you can send a letter to every assigned sample address. In order that you may send out respondent letters to some addresses before visiting the segments you should do the following as soon as you receive the sampling materials:

(1) For each prelisted segment you should scan the listing sheet to see if it has mainly mailable addresses or whether it has several non-mailable (descriptive) listings (as, for example, in a rural area or urban multiple-family-structure area without clear apt. numbers as part of the address).

(2) If it has mainly mailable addresses you may remove the black tape to discover the lines assigned for this study (ordinarily you shouldn't know the assigned lines until you have updated the listing sheet).

Use of Respondent Letter - Continued

(3) Then, before visiting the segment to update, you should send respondent letters to assigned mailable addresses. In this way the addresses you contact on your first visit to a segment will have received respondent letters before you call on them.

If you can not get a good mailing address for an assigned DU, simply hand the respondent one of the letters when you make your contact. This would also be necessary when you attempt to take an interview on your first visit to a segment which contains several nonmailable addresses, or on your first visit to a segment which has not been prelisted. All respondent letters should be addressed to the head of the household.

When you mail respondent letters, please put your name above the return address on the envelope. Occasionally respondent letters are returned to this office, because they cannot be delivered. It is most helpful if the interviewer's name appears on the envelope so that we can quickly return these letters to the right person. BE SURE TO INCLUDE A "WHY DO WE ASK YOU" FOLDER IN EACH ENVELOPE.

Progress Report Forms - General Procedures

We will use the weekly progress report form in the usual manner. Remember that the Field Office should receive only one progress report from the office contacts just beyond the midpoint of the study on November 30. The supervisor should receive all four of the progress report forms, including a copy of the November 30 progress report. The project completion form, of course, is sent to the Field Office and the supervisor at the end of the study.

Here are the procedures for using the progress report forms:

1. As soon as you receive your sample, write each assigned address on the Sample Address Summary Form. (The office contact will also have to keep a "master list" for the entire PSU.) Keep these Summary Forms up to date throughout the study. Every time you take an interview, or find a DU that is NI or NS, or have to make out a blue or green cover sheet or an extra DU cover sheet, indicate this beside the appropriate address on the Sample Summary Form. Bring your Form up to date after each trip to a segment.

2. The office contact and the interviewers should agree on a time when the interviewer should contact the office contact to give her information for the Progress Report Form. For example, the best time in some places might be the evening before the report is to be mailed, say, Tuesday, around 7:00 p.m. This time should be mutually convenient but, once it has been set, it is the interviewer's responsibility to call the office contact about that time, and the office contact's responsibility to be available for the call. Naturally, we do not suggest any definite rules about this. We only suggest setting an approximate time for the convenience of all and to insure adequate communication. If some other way can be established to relay this information, that is all right.

3. When the interviewer calls the office contact it is the interviewer's responsibility to provide information for every item on the Progress Report Form. The interviewer should be prepared to report a figure for every item on the Form, including her response rate (Item 7). If the office contact notices a discrepancy in the figures, she should, of course, ask the interviewer about it. However, it should not be necessary for the office contact to figure out each interviewer's response rate, nor to check all figures.

4. By consulting her Sample Address Summary Form, the interviewer can fill out the blanks in one column of a Progress Report Form. The blank form provided at the back of this instruction book can be used for that purpose. The first column, now labeled Office Contact, can be used for the first week of the study, November 9-15, the second column for November 16-22, etc. The columns, of course, are cumulative; that is, the figures in the column for November 16-22 will also include the figures in the column for November 9-15.

5. The office contact will then mail the copy of the Progress Report Form for her entire PSU to her supervisor on the day after the last day of the period as indicated on page 14. If the office contact has not heard from each interviewer in her PSU by the specified time, and is unable to contact the interviewer, then the office contact will have to leave the column for the interviewer blank and mail the form anyway.

A sample Progress Report Form is on the next page to give you an idea of how the completed form looks. The Progress Report Form the office contact sends to the supervisor should resemble this sample. Notice that there is a column for every interviewer in the PSU who is working on the study. If there are more than four interviewers (including office contact) working on a study, it will be necessary for the office contact to complete another form; the PSU total, however, should appear on only one form.

For P. 504 there are four progress report forms, roughly corresponding to each week in the study. Just beyond the midpoint of the study, on Wednesday, November 30, the office contact should fill out two copies of the form; one goes to the supervisor and one to the Field Office. For the last week of the study, please use the Project Completion Form instead of a Progress Report Form. Send one copy of the Project Completion Form to your supervisor and one to the Field Office, and keep one for your files, as usual.

Progress Report Form - Item by Item Discussion

1. The total sample size is arrived at by counting the assigned sample line numbers on the segment listing sheets in the Blue Folders. As soon as you have either brought a segment listing sheet up to date or made a new segment listing sheet for a segment not previously listed, you should write in P. 504 on all sample lines indicated on the Blue Folder cover. For the first week or two of the study if you do not yet have a listing for all the segments, simply estimate the sample size.

   As you continue interviewing, this figure for total sample size may increase due to finding extra DUs and/or secondary families or having to interview an additional person in the primary family as the economic respondent.

2. On line 2 enter the total number of cover sheets which are Nonsample (House Vacant, Address Not a Dwelling, Outside Survey Boundaries, No Eligible Respondent, etc.).

The University of Michigan
Survey Research Center

PROGRESS REPORT FOR NOVEMBER 9 - NOVEMBER 15 PERCENTAGE TO BE COMPLETED IS 25%.

Office Contact's Name: Sally Jones PSU: Bonner PROJECT NO. 504

	Office Contact		Name of Interviewer:		Name of Interviewer:		Name of Interviewer:		Total for PSU:
	Sally Jones		Ann Smith						
1. Total Sample Size	12	+	9	+		+		=	21
2. Enter here the total number of cover sheets that you have so far classified as NS (HV, AND, OSB, NER, ETC.)	0	+	1	+		+		=	1
3. Subtract "2" from "1" to obtain total number of possible interviews	12	+	8	+		+		=	20
4. Enter here the number of interviews completed. . .	3	+	3	+		+		=	6
5. Enter here the number of cover sheets classified as NI (NAH, RA, REF, NI - OTHER) which will remain NI for the entire study. This category does not include addresses where you are continuing to try to get an interview, like an NAH, for example . . .	1	+	0	+		+		=	1
6. And here enter the total number of cover sheets on which you are still working.	8	+	5	+		+		=	13
7. As a check to make sure your entries are accurate, the figures entered to Items 4, 5, and 6 should add up to the same figure you have entered for Item 3 . Then to obtain your present response rate, divide the figure in #4 by the figure entered in #3. 3 / "4"	25%	+	37.5%	+		+		=	30%
8. Enter here the number of cover sheets you have mailed to the Field Office.	4	+	4	+		+		=	8
9. Are there any addresses in your assignment which have not yet been visited?.	☑ Yes ☐ No	+	☑ Yes ☐ No	+	☐ Yes ☐ No	+	☐ Yes ☐ No	=	☑ Yes ☐ No
	How many? 3		No.? 2		No.?		No.?		No.? 5
10. Will you complete this project's interviewing by the deadline?.	☑ Yes ☐ No	+	☑ Yes ☐ No	+	☐ Yes ☐ No	+	☐ Yes ☐ No	=	☑ Yes ☐ No

IF THERE ARE MORE THAN FOUR WORKING ON THIS PROJECT, PLEASE USE REVERSE SIDE FOR ADDITIONAL ENTRIES. THE OFFICE CONTACT SHOULD COMPLETE A COLUMN FOR EACH PERSON WORKING ON THE PROJECT.

MAIL THIS COPY TO YOUR SUPERVISOR ON WEDNESDAY, NOVEMBER 16.

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3. Subtract the figure on line 2 from the figure on line 1. This indicates the number of possible interviews.

4. Enter the number of interviews you have completed.

5. On line 5 enter the number of cover sheets you have classified as noninterviews (NAH, REF, RA, and other NIs) which you think will remain NI for the entire study period. Do not include in this category any addresses which were noninterviews on the first (or second) contact(s); we expect that you will try to convert these to interviews. Such NIs on first or second contact might be those where no one was at home, the head was absent, there was an initial refusal which you intend to try to convert into an interview, etc. Such NIs on first contacts would be included in item 6, "cover sheets you are still working on."

6. On line 6 enter the total number of cover sheets on which you are still working. This would include any NIs on first contact as well as any addresses which you have not yet visited.

7. Check to see that items 4, 5, and 6 add up to the figure entered in item 3. Then to obtain your response rate, simply divide the figure in item 4 (number of completed interviews) by the figure in item 3 (number of possible interviews). Enter that response rate in item 7.

8. Enter the number of cover sheets you have already mailed to the Field Office.

9. Indicate whether there are any addresses you have not yet visited for P. 504. If there are addresses in your assignment which haven't been visited, record the number of unvisited addresses. This number would, of course, be included in the figure in item 6.

10. If you think you will be unable to finish P. 504 by December 12, please indicate that on the first or second progress report form.

Project Completion Form

Three copies of the Project Completion Form have been sent to each PSU. These forms should be filled out by the office contact upon the completion of the study in the PSU. One copy should be sent to us with the final mailing of materials for the study (on or before December 12); the second copy should be sent to the supervisor; the third copy is for the PSU files.

Returning Interviews and Cover Sheets

Securely assemble all the materials for one interview together; use paper clips or just insert the cover sheet and the telephone sheet in the questionnaire. Please do not use staples, scotch tape, or the "fold and tear" method since all materials for each interview are assigned a code number in the office and then separated to insure anonymity.

Mailing Schedule

As you well know, it is very important to maintain a steady flow of interviews throughout the study period. This insures that work will not pile up at your end and that each respondent will have a good chance to be found and interviewed. This steady flow also enables us here in Ann Arbor to keep up with the processing and coding of interviews as they arrive each day.

Please plan your work so that you can complete the minimum percentages indicated below during each period:

Week	Mailing Rule (see below)	% of Assignment to be Covered and Mailed
1st (November 9-15)	A	25%
2nd (November 16-22)	B	50%
3rd (November 23-29)	B	65%
4th (November 30-Dec. 6)	A	85%
5th (December 7-12)	A	100%

Mailing Rules

A (1st, 4th, and 5th weeks)--Mail all interviews before noon of the day following the interview. Use Air Mail in all PSUs except Detroit, Genesee, Hancock, Marshall, St. Joseph, and Toledo.

B (2nd and 3rd weeks)--Mail in groups of three, unless you have not completed three interviews within the seven-day period following your last mailing. In this case mail however many you have on hand. NEVER HOLD COMPLETED INTERVIEWS LONGER THAN A WEEK. DO NOT COLLECT MORE THAN THREE INTERVIEWS BEFORE MAILING. Use First Class envelopes to mail during this period.

How to Calculate the Per Cent of Assignment Covered and Mailed

1. Take the number of cover sheets (total sample size) shown on line 1 of your progress report.
2. Take the number of cover sheets you have mailed to Ann Arbor (line 8 on your progress report). This will include completed interviews, nonsample, and <u>final</u> noninterviews. DO NOT INCLUDE any cover sheets on which you are still working, such as tentative refusals or temporarily absent respondents.
3. Divide your total return (line 8 of progress report) by the total number of cover sheets (line 1 of progress report); multiply this figure by 100.
4. Check the percentage you obtain in step 3 against the per cent expected in the "Mailing Schedule".

NOTE: The schedule calls for doing a great deal of work in the first two weeks of the study. This is because:

a. We want the interviews to be taken as soon after the election as possible.

b. The Thanksgiving and Christmas holidays will make later interviewing more difficult, as well as create mailing delays. In order that we be able to code, tabulate, and report the results before Christmas it is essential that interviewing be completed by December 12.

Editing Interviews

Please try to edit your interviews right after you take them, while you still remember the respondent and the interview situation clearly. The following points are listed so that you can easily refer to them and make sure they are well covered while you are editing:

1. LEGIBILITY.

2. Inappropriate questions are clearly marked "Inap." (Make sure the questions you mark "Inap." are really inappropriate according to the questionnaire instructions.)

3. Full thumbnail sketch to give reader a good idea of the interviewing situation. Particularly note any unusual situations and other information about the respondent not stated in the interview.

4. All probes (and any other remarks by you) indicated in parentheses.

5. All unclear responses clarified (by your parenthetical notes).

6. Your name label appears on the questionnaire and on the cover sheet.

Press Release

Our public relations office has sent a press release on this study to the newspapers in your area on the basis of the names the office contacts have supplied us. At the end of this Instruction Book is a copy of this press release.

If you wish to send additional press releases to any local publications, please write us for them. We have extras available. Often, however, the best publicity is received when the interviewer herself retypes the press release and personally takes it to the local editor. This, of course, is truer in the more rural PSUs than in the metropolitan areas.

Show Cards

The show cards are to be shown as they are called for on the questionnaire. Use them in the customary manner.

"Why Do We Ask You?" folders, Thank You cards, and Report Request Cards

Be sure to include the "Why Do We Ask You?" folder with the respondent letter. The folder can also be used at the door or after the interview has been completed.

The Thank You cards are helpful in bringing the interview to a friendly close. At this time you can also leave the Report Request Card with the respondent. Please be sure to fill in the project number, P. 504, before you leave the card with the respondent.

Contacting Local Authorities

As usual, we feel it is important that the office contact (by letter or by telephone) contact the local Police Chief or Sheriff, as well as the Better Business Bureau or Chamber of Commerce, and give these people the following information before interviewing begins:

1. A brief statement about the study (similar to what you will be telling your respondents);

2. The names of all the local interviewers working on the study;

3. A general indication of the interviewing dates, and the neighborhoods where interviews will be taken.

If you are interviewing in several towns, you'll need to do this for each one. Feel free to show your ID card, the "Why Do We Ask You?" folder, and the Respondent Letter. If the person wants a direct confirmation from Ann Arbor, let us know immediately and we'll send a letter; or, if necessary, the person may contact us directly. In such a case he should write Dr. John Scott in the Field Office or call him at area code 313, 764-8356.

Day-by-day and Pay Records

Day-by-day records are required for work on this project, as they are for all work you do for us. Remember, your time card and the accompanying day-by-days should be mailed in for each pay period--on the 1st and 16th day of each month. Travel vouchers and the accompanying mileage statement should be sent in once a month.

QUESTION-BY-QUESTION OBJECTIVES

SECTION A: (ASK EVERYONE)

A1. This question asks about problems which the respondent thinks the government in Washington should try to take care of. If R's answer is not clear, you may probe to clarify what he means. Use the "Any others" probe given in the schedule only once. We do not want to force responses. We want the respondent to mention only the problems which are of genuine concern to him; he should not feel that he must cast about in his imagination or yesterday's newspaper for topics to add to what he has already told us.

Responses indicating that the government should stay out of certain areas are legitimate (i.e., "Stay out of race question"), since we are basically interested in what the respondent considers to be major national problems, and not so much in what he thinks the government should do about them.

A2-A4. The most important thing to note about this series is that we do not want to force R to come up with an answer. On these structured issue questions we do not want any probes. For each question, ask first whether R has been interested enough to have an opinion; if he says "No," move on to the next question, taking the posture that this is perfectly natural.

A5. Asking A5 correctly requires remembering R's response to A1; that is, did he mention Vietnam as a major problem area or not. If you are at all doubtful about this, ask A5. If it is clear that R did mention Vietnam as a major problem area in A1, you should read the introductory sentence in the upper left box and then ask A5a. Note that for A5b you are to use Card # 1, but you should read the three alternatives to R also.

A6. There may be some ambiguity about the term "bigger war." Basically we are interested in whatever the R thinks a "bigger war" means, but if you are asked for clarification you might say that we are thinking about a war involving more countries and not just increasing American troops in Vietnam.

A7. The sense of this question is, of course, which party would be more likely to keep us out of a bigger war.

A8-A9. Straightforward.

ECONOMIC ATTITUDES:

* * *

Earlier this year we had a problem in that relative answers were being accepted for absolute questions, and vice versa. Things went much better in P. 757 and 760. Keep up the good work! Please do not accept "better" or "worse" to such questions as "...do you think we will have good times or bad times?" It does not answer the question! Watch out too for questions which ask whether there has been a change, for example A10, A11, A12, A13. "Prices will be very high" is not a sufficient answer to A13.

A10-A22 call for R's own personal opinions. In questions where there are only boxes to be checked, please write in any comments made by R which are pertinent. This is especially important in cases where you are in any doubt about which is the proper box to check.

* * *

A10-A11a. Be sure to ask A10a and A11a no matter what response you get in A10 and A11. If R gives more than one reason for his views, please try to get them all down.

A12. Here we want to know what R actually EXPECTS financially in the coming year. Note that responses in terms of what R "hopes" will happen are not acceptable.

A13. Price Expectations Next Year

1. We want R's expectations about prices in general of the things R and his family buy. If R talks of prices of specific things, repeat the introduction to the question to get him back on the track.
2. We do not expect R to be an expert - it is his opinions (if any) that we are looking for.
3. Only one box should be checked - but again, if there is any doubt which box should be checked, write down what R says and let us decide.

A14. Price Expectations Good or Bad

1. Use wording which corresponds to R's answer to A13.
2. Accept R's frame of reference here. He may say that price changes or price stability is good or bad for either himself personally or for the economy as a whole. Either is acceptable.

A15, A15a. Good or Bad Times Next Year

What does R expect of the economy as a whole? We're not interested in hopes and dreams, but in what R thinks will be the case. We are particularly interested in any qualifications to R's answer mentioned in either A15 or A15a. Be sure to ask A15a no matter what answer is received to A15.

A16. We are interested in a comparison for the country as a whole. If R answers in terms of a specific business or industry, you might try a probe including the words "in general." Use the "comments" line to report anything R says which will help us better to understand his answer.

A17, A17a. These questions seek to find out anything R has heard in the last few months concerning a change in business conditions in the country as a whole. In particular we want to know whether the news R has heard is favorable or unfavorable. R may of course have heard of both favorable and unfavorable developments; get detailed and specific information on both. Again - we're not interested in R's personal situation - but in answers relating to such things as recession, unemployment, consumer demand, prices. His answers here need not conform with his reply to A15 or A16.

A18. Note that R's answer here may not correspond with his answer to A15. Times may be worse than last year but still good - and vice versa.

A19-A19a. UNemployment — Be sure R understands that we mean unemployment rather than employment, but after R has answered, be careful not to probe in such a way that he may feel he has given the "wrong" answer.

If R spontaneously replies in terms of local unemployment, his answer is acceptable. If, however, he asks what we are referring to, explain that we are interested in national rather than local unemployment. Always ask A19a.

A20, A20a. Good Times During Next 5 Years

1. The main purpose of A20 is to discover whether people give some thought to the economic outlook for the more distant future; and if they do, we want to know what they expect. Try to get down all that R says.
2. Undoubtedly, some people never look more than a year ahead. Don't urge them to express a definite opinion in that case, but ask A20a - "On what does it depend in your opinion?"

A21-A21b. Recession — Again we are interested in an opinion which refers to the country as a whole. If R says that it will or might happen again, ask both A21a and A21b.

A22-A22b. Please emphasize the words business conditions. It will not satisfy us to hear that people are upset about Vietnam; we want to explore what relationship, if any, R sees between the present world situation and current business conditions here at home. Some people will see no relationship. Therefore, if R cannot answer, don't push him, other than using probes A22a and A22b. These probes should at least make it possible to discover whether people think world conditions make for good or bad times at home. In other words, do they think the present state of world affairs has a good or bad effect? Be sure to ask A22a and A22b of everyone.

A23. Before handing R the card, reassure him that this information is confidential and will never be given to the government or anyone else. "Your income" refers to the total income of all members of the family who live together. What is R's best guess as to what his total family income before taxes will be for the 1966 calendar year?

SECTION B: ECONOMIC QUESTIONS

B1-1a. Total Financial Reserves

Besides the fact that we need to know how many people have at least some reserve funds, this question is designed to enable you to check one of the boxes on page 10.

Before asking B1a, reassure R that we are not interested in exact dollar amounts, only approximate amounts. If necessary, also reassure him that this information is absolutely confidential and will not be given to the government or anyone else. Note that the question refers to the present time, and to the total of all financial reserves of everyone in the family, including stocks, bonds, mutual funds, etc.

B2.

This question refers to R's total savings. The word "savings" should be defined as R sees it: the kinds of funds which he considers savings. If R "increased his savings" it means he added to his total savings - "decreasing" his savings means he withdrew more funds than he added.

B3-3a. Stock Market

The objective of this sequence is to find out the proportion of people who know anything about stock market developments and what they know. In B3a, probe to draw out the R until you feel you have gained some idea of what he knows.

B3b-3c. Stock Market Effects

Q. B3b is not intended to elicit specific knowledge, but to get R's opinion. If R says that the stock market is unrelated to business conditions and prospects, that is a legitimate answer.

B4-4b,B5. Interest Rate Changes

Don't push R for an answer. Accept R's frame of reference, whether he is talking about interest rates on savings accounts, or business loans, or whatever. But where R does mention a particular frame, we would be especially interested in knowing what that frame is.

We want to get an idea of how much importance people attach to higher interest rates - whether they think the higher interest rates affect the economy in some way or have little effect. Since many respondents may never have thought about this before, and may therefore have no opinion, don't press too hard. In B5, we are trying to find out R's opinion, if any, about the kind of change in interest rates he expects.

B6,B6a. Personal Changes Due To Interest Rate Changes

This question asks what R personally may have done because of "the change" in interest rates. "The change" that R will have in mind will deqend on his answer to B4. Avoid giving R the information that interest rates have gone up if he does not already know. If B6-6a elicits further information about R's knowledge of interest rate changes, please include that in the answer to B6-6a. R's answer to this question may be rather complicated. Get down as much detail as you can. In particular, probe if necessary to find out both what was done and what type of asset (savings account, checking account, savings bond, etc.) was involved.

B7. Certificates of Deposit — If R does not know what certificates of deposit are, he probably doesn't have any. If he asks, you can explain briefly that certificates of deposit (CD's) are issued by some of the larger banks, have a definite maturity date (usually six months to a year), and pay a somewhat higher rate of interest than do passbook savings accounts. (They are also written in minimum amounts of $500 or $1000.) They are not U.S. Savings Bonds. They are sometimes called savings certificates or time certificates.

B8-8a. — Please get down all detail about what kind of bonds R bought.

B9. — If R bought both certificates of deposit and bonds, try to sort out where the money came from for each (i.e. from what type of asset?). Note that some sources, e.g. "An inheritance," do not specify type of asset and must be probed.

B10-10e. Stocks — This is pretty straightforward if you follow the arrows, with one possible exception: If R does not own any stocks now (B10), but did own some at the beginning of 1966 (B10a), then the answer to B10d (Did you sell any stocks in 1966?) becomes evident. But remember even so to ask B10e. If R sold one stock in order to buy another at the same time, B10b and B10d are both "Yes." Ownership and transactions of all family members should be included.

B11-B11a. Savings Withdrawals — This question is the last in the series asking R if he changed the form of any of his financial reserves this year. It is to make sure that we pick up any such transactions involving withdrawals from savings accounts. While R may already have told you about some of these things, be sure to ask the question anyway. There may be more about savings accounts that he hasn't told about yet. Please try to get down all details.

B12-B12a. Borrowing — We want to include here all of the ways in which R's family has borrowed money in 1966: for a mortgage, on a car or other goods, a bank loan for any reason, a long-term medical debt, a loan from a friend, etc. R is counted as having borrowed only if the money he owes has any of the following characteristics:

1. Is payable over a period of longer than 90 days; or
2. Involves two or more payments; or
3. Involves an extra charge for paying over time that wouldn't have been made if R had bought for cash.

If the respondent merely says "90 day charge," inquire whether payment was in a lump sum or if two or more payments were made. A revolving charge account is considered a form of credit.

B13, B13a. Income Taxes — Here we want to know only what R expects will actually happen - not whether he personally thinks taxes should be raised. If R confuses the question with the changes already made this year, it may be necessary to repeat the question stressing "...during the next year."

B14-B16a. Future Income, Standard of Living, Savings and Reserve Funds — The most important objective of these three questions is to find out what proportion of people have an idea about what their situation will be in five years and what proportion "can't tell." Therefore, "can't tell" is a very acceptable answer. Don't push R to take a position on the scale. However, these are questions which call for some thought and reflection; some R's may say "don't know" just to be saying something while they think. Give the R plenty of time on these questions.

<u>B17,17c.</u> Inflation — Here we are interested in whether the R thinks he can do anything to soften the blow of inflation, and if so, what frame of reference that action might take. The R may also answer in terms of what a person can do to <u>prevent</u> or <u>reduce</u> inflation; such answers are acceptable.

<u>B18.</u> Whether owns or Rents —
1. Where 2 unrelated FU's are co-owners of a DU or share the rent, please note this on the questionnaire.
2. If R is buying home by making mortgage payments, check the "own home" box.
3. Some examples of FU's who neither own nor rent the DU's they live in are:
   a) Janitors, domestic servants, farm laborers, etc., who receive living quarters as part of their pay.
   b) People who live in houses or rooms provided rent-free as a gift from the owner.
   c) People who have sold the house in which the interview takes place, but have not yet moved.

<u>B19, 19a.</u> We want to know whether R thinks it's a good or bad time to buy a house for <u>people in general</u>. We are <u>not</u> interested here in R's own problems, but in what he thinks of the market for houses. Be sure to note all references to prices, good or bad times, credit terms, quality of houses being built, etc. in answer to B19a.

<u>B20, 20a.</u> The aim of these questions is to determine R's housing <u>plans</u> for the next two years. B20 is concerned with the coming year and B20a with the year after that. Note that we're interested here in <u>reasonable expectations</u> and not merely hopes or desires, so try to get at the certainty of R's expectations. Be sure that we can distinguish between expectations and hopes.

<u>B21.</u> Let R decide what is a large expenditure. If you are at all uncertain whether a planned expenditure should be included under "upkeep, additions. . .", please jot down details and let us decide.

<u>B22,22a.</u> We are asking for R's personal opinion here regarding the car market in general and <u>not</u> his own personal ability or need to buy a car. Please <u>discourage seasonal answers</u> such as "Fall is a good time to get bargains."

<u>B23,23a.</u> Self-explanatory.

<u>B24,25.</u> We are interested in the plans of the whole family living there. The degree of certainty is also important to us, so please record such responses as "probably", "maybe", "definitely" when they occur.

* * *

BE SURE TO ASK B26 AND B27 IF THE ANSWER TO <u>EITHER</u> B24 <u>OR</u> B25 IS "YES", "PROBABLY", OR "MAYBE".

B26,27. If R answers yes, probably, or maybe to Q. B24 or B25, ask B26 and B27 about each car the family, or some member of the family living with R, expects to buy. Use the margins for answers about any second planned purchases.

B28. We want to know whether R thinks it's more expensive or less expensive to buy a new car this year than it was last year (disregarding any changes in quality). Answers in terms of a particular brand or type of car are acceptable.

B29. We are primarily interested in car prices during the whole year and not in seasonal price changes. If R distinguishes between markets for different types of cars, try to determine whether he thinks the prices of each separately will rise, fall, or stay the same.

B30-30b. New Models. We want to check R's awareness of the 1967 models, and the changes from the 1966 models both in mechanical features and appearance. Do not force R to express an opinion, if he has not seen the new cars or is wholly indifferent.

B31-31a. Desired Features. Any features of the newer models that R mentions are of interest. More than one feature may be mentioned - please be sure to list them all.

B32,32a. This question applies to people in general. Does R think that it is - in general - a good time to buy large household goods? Personal references such as, "It's a bad time for us," or "I'm . . . so we can't afford to buy," do not answer the question. Replies like, "A lot of people are making more money and buy now," however, are acceptable.

B33,33a. As in B21, let R decide if an expenditure is "large." Please try to record as nearly as possible what R says.

SECTION C: Political Questions (DO NOT ASK OF R'S WHO ARE ECONOMIC RESPONDENTS ONLY)

Note the markings at the upper right-hand corner of page 17. This "flag" is put there to help you skip quickly to the correct page when you are interviewing R's who are NOT asked Section B, i.e., "Political Only" respondents.

C1. We want to know how much R personally cares about the outcome of the election, not whether he thinks it was a good or bad thing, etc.

C2. C2a-C2c should usually present no problems. Occasionally it will happen that a respondent cannot choose which level of government he follows most closely, next most closely, or least closely. In this case, we need to steer a fine line between losing information and forcing the respondent to give an answer which is not meaningful to him, and, thus, not meaningful to us.

Specifically, on C2a, if the R hesitates, can give no answers, ("Oh, all the same) or names two alternatives ("International and national affairs, I guess"), repeat the question, with a slight emphasis on the word "most." If this gentle prodding does not work, do not force any further. SKIP TO C2c, "Which one do you follow least closely?"

For questions C2b and C2c, asking about next most closely and least closely, repeat the questions as necessary, emphasizing next and least.

Card #3 is used here. Read all alternatives to everyone for C2a, and read alternatives for C2b and C2c if you believe R to be illiterate.

C3. Radio and television are two separate media. If R mentions both, he should be asked from which he got most information.

C4. This question is designed to be a companion to C5. In C4, we want to know if any one has asked R for guidance or advice. We do not expect many respondents to answer "Yes" to this question, but in every social grouping, there seem to be a few individuals to whom others turn for guidance about political matters, and we are trying to identify these people in this question. We do not want to know if R's opinions were canvassed routinely by a political party, or his union. You should probe if R's response is not clear: R: "Yes, we talk about it at work." I'er: "Can you tell me more about that?"

More than one answer may be checked in response to C4a.

C5. Now we want to know if R has talked to anyone with the purpose of persuading them to vote for his party or candidate. For this question, it is irrelevant whether someone had asked R for his guidance. You may need a probe in order to determine whether R's conversation was purely social, or whether he actually made some effort to convince someone else.

More than one answer may be checked in response to C5a.

C6. We want to know about contacts by a political party, not by R's union, the John Birch society, etc.

C7. In the root question, we ask about "you or any member of your household." In C7a-C7c, the questions should be reformulated in terms of the appropriate member of the household, if the response to C7 is that a member of the household, but not R was asked to give money. Thus, if a female R replies that her husband was asked, you would rephrase C7a, "By what party was <u>he</u> asked?"

C7d should not be reformulated in any circumstances. We don't want R's opinion about whether someone else in the household might have given money if asked by a favorite party or candidate.

C7c is asked <u>only if</u> R says that he was asked to give by <u>both</u> parties in C7a and in C7b tells us that he <u>did</u> give. Then we need to know to which party he contributed. If R tells us that he did give money, and in C7a has specified only one party by which he has asked, we do <u>not</u> need to ask C7c, since presumably R will have given money to the party by which he was asked. Of course, if an R who answers "both" in C7a also qualifies his response in some way, e.g., "I was asked by both, but I only gave to the Democrats," you will not need to ask C7c. You will also need to be alert to the possibility that R made a contribution without being specifically asked by the party to which he gave the money.

All forms of solicitation (including appeals broadcast over radio and TV) are legitimate.

C8. Do not be content with a general answer such as "They differ on civil rights." Find out, as much as possible, which party takes which position on an issue, by using some such neutral probe as "How do they differ?"

C9. Here we are attempting to measure the R's "party identification," that is, his feelings of attachment or belonging to a particular political party. This question is intended to pin down the R's usual or customary sense of party affiliation, not how he voted in a particular election. This means that a response such as "Oh, I have been a Republican off and on, but I couldn't vote for so-and-so this time," classifies R as a Republican, and not as an Independent.

A few respondents may shy away from the question with responses like: "I am an American." Such evasions should be probed further, e.g.,: "Well, a lot of us who feel that we are good Americans also think of ourselves as Democrats, Republicans, and so forth. Generally speaking, do you usually think of yourself...."

C9a-C9c Straightforward

C10-C10c Straightforward

C11 Straightforward

C12 C12 differs from C2 in being concerned in particular with this year's <u>political campaigns,</u> while C2 asks generally about R's interest in following public affairs.

C13-C14. The information box above C13 should be filled in before you begin the interview. This information on congressional candidate names is necessary in order to ask C14 in the cases in which the R does not already know the candidate names correctly. The district numbers and candidate names are provided on the alphabetically-arranged PSU list which follows this section of the Instruction Book. (Disregard the mention in the questionnaire box of the CD numbers being on the Blue Segment Folders.)

If all P504 sample segments of a PSU are located in just one Congressional District, then there is just a single line with the state name, district number, Democratic candidate, and Republican candidate for that PSU. If the P504 sample segments of a PSU are located in more than one Congressional District, as in all of the self-representing PSUs and in some of the larger non-self-representing PSUs, then Place Names and (where necessary) Segment Numbers are provided in order for you to determine which district each of your interviews is in.

Note that in a few districts, particularly in New York, minor party candidates are listed in parentheses below the Democratic and Republican candidates. These names are followed by "Lib." for Liberal, "Con." for Conservative, or "Ind." for Independent.

C13a. This question should be asked only for those names mentioned by R in C13. If no names are given, this question is not necessary.

C13b. This question should be asked of everyone who gives less than two parties, even if the R has listed more than one name.

C14. This question is asked of everyone, with the introductory sentence read for all R's who do not give correct names for each party's candidate. Of course, you may have to paraphrase the sample sentence to take account of special circumstances in the Congressional District in which you are interviewing. For example: "Of course, the names aren't too important, but there are three major candidates, Mr. (Name of DEM) is running on the Democratic ticket, Mr. (NAME of REP) is running on the Republican ticket, and Mr. (NAME OF LIBERAL) is running on the Liberal ticket." Note also that in some cases, only one candidate will be running.

C15-C16. Straightforward

C17-C21. In this series of questions we fill out the voting report for R. We want to know if R can actually name the candidate and whatever name he mentions should always be recorded when given. Only if it is clear that R does not know the candidate's name should you ask R to tell you the candidate's party. If R's response is garbled or vague, probe him gently. When editing the interviews, pay particular attention to the legibility of the candidate names.

C17a. Most people will have voted in the voting district (precinct, ward, village, election district, polling area, or whatever) in which you are interviewing them. But people do not always change their voting registration immediately when they move, and they sometimes continue to vote in their former area for many years. Others will not yet have fulfilled the residence eligibility requirements for voting where they now live, and must by necessity vote elsewhere if they are to vote. Note that they may have voted elsewhere either by mail (using an absentee ballot) or they may have gone to their old polling place in person. (A staff member on P504 once hitch-hiked 700 miles to cast his vote because an absentee ballot was not then available in his state.) But we do not include among those voting elsewhere the voter who used an absentee ballot to vote for candidates in the voting district where he now resides (because he was out of town on election day, for example.) C17b provides us with this kind of information on method of voting for voters who voted in their local voting district as well as those who voted elsewhere.

C17a also requires that you record the location where R voted, if he did not vote for the candidates in his local district. If R voted in a different city or in a different state, write in both city and state names; and if R knows the Congressional District number we would like that too. If R voted in the same city but a different precinct, record the name or number of the precinct if R can provide it easily.

C18-C19 Since governor and senator elections were not held in all states we have listed below the states in which they were not held, and we suggest that you cross off in advance C18 and/or C19 on your questionnaires if they are not appropriate to the state in which you are interviewing, WRITING "Inap--no race". HOWEVER, IF ON C17a YOU LEARN THAT R VOTED IN A DIFFERENT STATE, YOU SHOULD CHECK THE STATE LISTS BELOW TO SEE IF C18 AND/OR C19 ARE APPROPRIATE FOR THE STATE IN WHICH R VOTED.

Thus, if an R living in New Jersey (where there was no governor election) tells you that he actually voted in New York (where there was a contest for governor), C18 is not inappropriate, and should be asked.

Conversely, an R who lives in New York, but who voted in New Jersey, should not be asked C18.

Please be alert to these possible complications arising from voting in another state when you ask C18 and C19.

C18. Gubernatorial elections will not be held in the following states:

Delaware	Louisiana	New Jersey	Virginia
Illinois	Mississippi	North Carolina	Washington
Indiana	Missouri	North Dakota	Washington, D.C.
Kentucky	Montana	Utah	West Virginia

C19. Senatorial elections will not be held in the following states:

Arizona	Indiana	North Dakota	Washington
California	Maryland	Ohio	Washington , D.C.
Connecticut	Missouri	Pennsylvania	Wisconsin
Florida	Nevada	Utah	
Hawaii	New York	Vermont	

Note that there are two Senatorial elections in Virginia and South Carolina. Ask C19 for both races, if R voted in either of these states.

C21. This is a question about state and local offices other than those just covered.

C22-C25. Use card #4. Read alternatives 1,2,4, and 5 for the first question. Thereafter, unless you suspect that R is illiterate, you need not read the alternatives. Do not read the "not sure, it depends" alternative.

C26. This is the thermometer question. It was tried for the first time in 1964, and we have come up with many interesting results. We also find that respondents enjoy this question. It requires card #5.

Watch to be sure that warmth of feeling is not equated with anger. In order to avoid such a mix-up and others like it, we have consistently equated favorable with warm and unfavorable with cold on the show card.

We want the ratings entered in degrees on the interview schedule. If R wants to select a degree level which is not entered on the feeling thermometer, i.e., 95° or 1000°, by all means let him do so, and record his response to the exact degree.

C27. Straightforward.

C28. Consulting a lawyer in a professional capacity doesn't count as having a friend or relative who is a lawyer.

C29. Watching a trial on TV doesn't count, nor does being arrested or arraigned before a judge if no actual trial has taken place. Furthermore, trials conducted by mail (some traffic violations, for example) are not suitable responses.

C30. Use card #6. Mark "1" before the occupation which is R's first choice, "2" before his second choice, etc. You need not read aloud the alternatives, unless R is illiterate.

C31-C33. Straightforward

C34-C49. This is a new series of questions about the U. S. Supreme Court. It is especially important here to record everything respondents say pertaining to the Supreme Court. Many of the questions in this series are open-ended to help us explore as fully as possible what the R has in mind when he talks about the Court. Because we know so little about this area, your skillful interviewing will be particularly helpful here.

While we do want to gain as much information as possible about R's attitudes toward the Court, there is the problem that some respondents will have very little to say. They may never have thought about this political institution, and may lack any real substantive knowledge about it. As you know, extensive probing in this situation can be destructive of rapport. There is also the problem of how useful information is when a respondent is answering simply because it appears that some response is expected from him. We think these problems can be minimized if you are especially careful to maintain a matter-of-fact, neutral attitude during this portion of the interview. You should not probe beyond what is specified in the schedule (unless, of course, a response needs clarification.)

IF A RESPONDENT BECOMES VISIBLY EMBARRASSED OR FLUSTERED ABOUT HIS LACK OF KNOWLEDGE IN THIS AREA, you may interrupt the interview briefly to make some supportive comment, such as "We're all very busy these days, and it's hard to keep us, but . . . ."

Give R every chance to make some comment, but do not linger. Move through this section in a straightforward fashion.

C35-C38. On these questions, we are using a "split-half" technique. We want to know if respondents answer differently when they are asked to tell us their "dislikes" about the Court before they tell us their "likes." Questions C37-C38 are simply C35-C36 in reverse order. Some R's will be asked C35-C36 only, others will be asked C37-C38 only.

This is determined by the cover sheet, which tells you to ask either page 27X or page 27Y. Questions C35-C36 are on P27X, and C37-C38 on P27Y. Before you take the interview, circle in the questionnaire the page number specified on the cover sheet.

Remember -- if you ask C35-36, skip to C39.

Otherwise, these questions are straightforward.

C39. We do not want R's opinion about what the Supreme Court should do, but rather, his ideas about what its assigned duties actually are.

C40-C42. Straightforward

C43-C44. These questions have an unusual twist to them. After the respondent has told us how he feels about an issue, we want him to suppose that the Supreme Court has made a decision directly contradicting his views.

The probe "If necessary" is not necessary if R answers "No" to a particular sub-question. R should be asked to explain "Yes" answers only.

In C44, the definition of "indecent," if you are asked, is whatever it means to R.

C45. Do not linger over this question. A long pause while R searches his memory for an elusive name is not desirable. If R has given you three names, do not encourage him to try to list the other six Justices as well. Move right on to C47.

For your information, and in case R asks you after the interview, the nine Supreme Court Justices are:

Earl Warren (Chief Justice)
Hugo Black
Byron White
Potter Stewart
William O. Douglas
Thomas Clark
John Harlan
Abe Fortas
William Brennan

C46. If R cannot name any justices, we try to find out if he knows something about any justices, without knowing the exact name. If he says "No" to C46, we do not ask him C47 and C48. Question C46 should not be asked of those people who can (in C45) give specific names of justices (whether the names are right or wrong); in that case, you should go directly to C47.

C47-54. Straightforward.

C55. Please record all "depends" comments. Do not be pushed into giving an example of a law which might be against religious principles, but record any indication R gives of the situation he is thinking above when he answers.

C56. Straightforward.

C57. Elected official means alderman, councilman, supervisor, Congressman, mayor, legislator, etc. If R says that the police official is elected, e.g., a sheriff or constable in a small community, suggest that the question is concerned with what effect another elected official might have on the police official's treatment of R.

C58. Straightforward.

C59. Elected official means alderman, councilman, supervisor, etc.

C60. In rural areas particularly, please check to make sure you know what R's most local governmental unit is. If R lives in a township, for example, he may or may not live in a town or village as well, either of which is more local than a township.

C61-C62. Straightforward.

C63. We want to know what it was R did in his attempt to influence a local decision, not what it was that spurred his effort.

C64. Do not give an example here, if R asks.

C65-C67. Straightforward, with the proviso that we want to know what R did, not what occasioned his efforts (as in C63).

Section D: Personal Data (ASK EVERYONE)

Note the marking in the upper right hand corner of page 36. This "flag" is intended to help you skip quickly to Section D when you are not asking Section C, i.e., when you are interviewing an "Economic only" respondent.

D1-D4. Standard questions. Note that we are asking only for R's education in D4-D4c.

D5. This series of questions raises the familiar set of difficulties in getting full information about occupation. NOTE THAT WE ARE ONLY INTERESTED IN OCCUPATION OF HEAD OF HOUSEHOLD. See the sampling section of the instruction book for definition of head of household.

We have included the probe "What kind of business is that in?" and "What exactly do you do on your job?" to be used if head's occupation is not immediately clear from R's first response. Here are some situations in which ambiguity might arise:

----R says he is a "salesman." Is he a traveling salesmen, or is he a clerk in a department store? If he travels, does he sell magazines from door to door or is he a traveling representative for a farm machinery manufacturer. Is he selling retail or wholesale?

----R says she is a "nurse". Is she a trained or registered nurse, or a "practical nurse." Does she work for a private doctor, a government hospital, a manufacturing plant or a public school system?

R says he is an "engineer." Does this mean that he tends an apartment house boiler, or is he an engineering consultant for a large corporation?

R says that he is a student, but that he is working, too. Is this just a part-time job to help on expenses, that has no relation to his expected occupation, or is he working full time in some field and studying on the side?

R says that he is a newspaperman. Is he editor, reporter, business manager, copy boy, distributor or paper boy?

R says he is "in the Army." Is he an officer or an enlisted man? If he is on the "police force", is he a police captain, a detective, or a patrolman?

Try to keep these difficulties in mind when you are asking the occupation questions. Don't probe too far; we don't want to give R the impression that we are trying to "trace down" the name of his employer. But do probe enough to enable us to make these basic distinctions.

Note: If R lives on what seems to be a farm, find out if, in addition to the occupation first given, there is any farming done on his land. If he says yes, proceed to D6-12.

D6-D12. These questions are to be asked of all people who do farming, even those who have other jobs but do a little farming on the side. They should be asked not only of people who own or rent a farm, but of farm laborers--harvesters, migrant workers, and the like.

D6. D6 will need some modification if R has already told you in D5 that his primary occupation is something other than farming, although he does some farming on the side. You might reformulate it like this: "Now, you've told me that you work as an automobile mechanic. About how much time do you usually put in on that?" Be sure to record any such rewording.

D7. If not clearly own, manage, or rent, record the explanation.

D8. A response in acres or sections is desirable, although as a last resort, any meaningful estimate would be helpful.

D9. We are interested first in being able to distinguish R's who are engaged in diversified farming (a number of types of produce) from those who depend primarily on a single, major crop--fruit, vegetables, grain or livestock. Then, of course, we need to know, for the single crop farmers, just what the major crop is. If a second major crop is given, record this, but make sure it is important enough to the R to be close to equal in importance with the first.

D10-D12. Straightforward

D13 In D13b we are anxious to get more than the simple distinction between AFL and CIO unions, we would like to know the name of the international union to which the household member belongs. Probe until this is clear. We are not greatly interested in the number of R's local union. Where more than one union member lives in the same household, get the specific international union for both, indicating in the margin which household member belongs to which union.

D14. In general, if R asks what we mean by "class", try to get him to fill in whatever meaning the term has for him. For example, if R asks "What do you mean by (working) (middle) class?" it would be all right to say "We want whatever you would generally think of as (working) (middle) class.

In D14 we want to find out whether R does think of himself in terms of class groups. But even if he says he does not, we are anxious to have him place himself in one class or the other. This is why we say ..... "if you had to make a choice" in D14b. We do not want R to feel that he does not need to make a choice, simply because he has said "no" to D14.

Note that the boxed contingencies, "Middle class," "working class", "Other," are shared by D14a and D14b. (Be sure to find out what R means by "Other" and record it.)

D15. If R did not grow up with his own family, but with some other family, we would like him to respond in terms of the people who brought him up.

D16. Do not push R to identify himself as Protestant if he gives the denomination (Methodist, Baptist, etc.) in response to D16. The name of a local church is not sufficient identification if it does not indicate the denominational affiliation.

D17. Regularly refers to the once a week or more church attender; seldom refers to the holiday or major events attender, and some who may go on an occasional run-of-the-mill Sunday as well. Often is somewhere in-between the regular and seldom church-goer.

D18-D18a. Straightforward

D19. In some cases, R will say that his father died early or was not around for some other reason. Here we are more interested in what kind of environment R grew up in rather than his father as an individual. Therefore, relatives or some other foster parents are acceptable substitutes.

D20. By "grow up" we mean the time from birth until R was roughly 18-20 years old. If R lived in more than one place during this period, information as to the proper sequence of states lived in, along with a rough estimate of the period involved would be appreciated.

D21. Straightforward.

D22. On this question, we aren't interested in specific addresses. We only want to know if they have moved from someplace in the same community , and, in the latter case, the city and state from which they came. In all cases where name of town is given, we need to get the name of the state as well. (If someone gives Washington, please find out if it is D. C. or not.)

D23. We have asked for phone number and name in some past studies, and the response has been very good. If necessary, you should reassure R about confidentiality (name and phone number will be kept apart from the questionnaire). Assure him that the telephone call will be short. In particular, if, for example, R has an unlisted number, please emphasize that the phone number will be kept confidential and not used for any other purpose than a brief phone interview in a few months. If R gives his phone number but not his name, please write on the telephone sheet anything which would help in identifying the R when calling that number later on, particularly sex. Write down anything else that might be helpful to the interviewer at that time, e.g., when R is most likely to be at home.

Note that this information is to be transcribed on to the Telephone sheet which is to be returned with the interview. Also note that name and phone number need not be obtained for Rs who are political respondents only, since the telephone numbers will be used solely for follow-up economic interviews.

CONGRESSIONAL CANDIDATES BY PSU

PSU (Place and Segments as Needed)	State & CD	Democratic Candidate	Republican Candidate
Adair	Mo. 9	*William Hungate	Anthony Schroeder
Atlanta			
Atlanta city	Ga. 5	Archie Lindsey	S. F. Thompson
Tract CL-0005	Ga. 6	*John J. Flynt	G. Paul Jones
Baltimore			
Baltimore city	Md. 4	*George Fallon	G. Neilson Sigler
Lansdown-Baltimore Highlands	Md. 7	*Samuel Friedel	S. L. Rosenstein
Black Hawk	Iowa 3	Lawrence Touchae	*H. R. Gross
Boston			
Boston city	Mass. 8	*Thomas P. O'Neill	None
Malden city	Mass. 7	*Torbert MacDonald	Gordon F. Hughes
Milton town; Canton town	Mass. 11	*James A. Burke	James L. Hofford
Butler	Ohio 24	James H. Pelley	Donald E. Lukens
Chicago			
Chicago city 054E,083J	Ill. 1	*William Dawson	David Reed
075D,075G	Ill. 6	*Daniel Ronan	Samuel Decaro
074D,071M	Ill. 7	*Frank Annunzio	Joseph Day
052A,077E	Ill. 9	*Sidney Yates	Richard Storey
073C,082D	Ill. 11	*Roman Pucinski	John Hoellen
Wilmette vill.; Skokie vill.	Ill. 13	James McCabe	*Donald Rumsfield
Downers Grove vill. & twp.	Ill. 14	Kenneth McCleary	*John Erlenborn
Valparaiso city; Cedar Lake(U)	Ind. 2	Ralph McFadden	*Charles Halleck
Tract PC-2, Westchester twp.	Ind. 2	Ralph McFadden	*Charles Halleck
Clark	Ark. 4	David H. Pryor	(Mr.) Lynn Lowe
Cleveland			
Cleveland city	Ohio 20	*Michael Feighan	Clarence McCleod
Euclid city; South Euclid city	Ohio 22	Anthony Calabrese	(Mrs.) F. P. Bolton
Crawford	Iowa 7	*John Hansen	William Scherle
Currituck	N.C. 1	*Walter B. Jones	John P. East
Dade			
Miami city; Coral Gables	Fla. 12	*Dante B. Fascell	Mike Thompson
Hialeah; Miami Shores vill.	Fla. 11	*Claude Pepper	None
Tract 9A, Midway West div.	Fla. 11	Claude Pepper	None
Detroit			
Detroit city 061H,071H	Mich. 1	*John Conyers	Rhecha Ross
056G,062B	Mich. 14	*Lucien Nedzi	William Kennedy
053A	Mich. 16	*John Dingell	John Dempsey
Tract MA-58,Shelby twp; Warren	Mich. 12	*James O'Hara	Patrick Driscoll
Wyandotte city	Mich. 16	*John Dingell	John Dempsey
East Carroll	La. 5	*Otto E. Passman	None

PSU (Place and Segments as Needed)	State & CD	Democratic Candidate	Republican Candidate
Erath	Tex. 17	*Omar Burleson	None
Fairfield	Conn. 4	*Donald J. Irwin	Abner W. Sibal
Fayette	Kent. 6	*John C. Watts	William Hendren
Franklin	Nebr. 3	John Homan	*Dave Martin
Genesee	Mich. 7	*John Mackie	Donald Riegle
Hancock	Ohio 8	Frank Bennett	*Jackson Betts
Harris			
Houston city 101B,109A	Tex. 8	*Robert Eckhardt	None
103A,107A	Tex 22	*Bob Casey	None
Tract 0095C	Tex. 7	Frank Briscoe	George Bush
Hennepin			
Bloomington	Minn. 3	(Mrs.)Elva Walker	*Clark MacGregor
St. Paul; New Brighton	Minn. 4	*Joseph Karth	Stephen Maxwell
Tract W-003	Minn. 4	*Joseph Karth	Stephen Maxwell
Minneapolis	Minn. 5	*Donald Fraser	William Hathaway
Hickman	Tenn. 6	*William Anderson	Cecil R. Hill (?)
Jefferson	Kent. 3	Norbert Blume	William Cowger
King			
Seattle city; S. Highline div.	Wash. 7	*Brock Adams	James Munn
Division 25	Wash. 2	*Lloyd Meeds	Eugene M. Smith
Knox	Ohio 17	*Robert Secrest	*John Ashbrook
Lane	Ore. 4	Charles O. Porter	John R. Dellenback
Logan, Colo.	Colo. 4	*Wayne Aspinall	James P. Johnson
Logan, Ill.	Ill. 22	C. B. Satterthwaite	*William Springer
Los Angeles			
Los Angeles city 057B	Cal. 17	*Cecil R. King	Don Cortum
063B,064A	Cal. 21	*Augustus Hawkins	Norman A. Hodges
055B,056A	Cal. 22	*James C. Corman	Robert C. Cline
067G,068G	Cal. 30	*Edward R. Roybal	Henri O'Bryant Jr.
062C	Cal. 31	*Charles H. Wilson	Theodore Smith
Tract 4070, E. San Gabriel Valley div.	Cal. 25	*Ronald B. Cameron	Charles Wiggins
Torrance city 131B	Cal. 17	*Cecil R. King	Don Cortum
133A,134H	Cal. 28	Lawrence Sherman	*Alphonzo Bell
Manhattan Beach city	Cal. 28	Lawrence Sherman	*Alphonzo Bell
East Los Angeles (U)	Cal. 29	*George Brown, Jr.	J. W. Orozco
Inglewood city	Cal. 31	*Charles H. Wilson	Theodore Smith
Santa Ana city; Costa Mesa city	Cal. 35	Thomas B. Lenhart	*James B. Utt
Luzerne	Penn. 11	*Daniel J. Flood	Gerald C. Broadt

PSU (Place and Segments as Needed)		State & CD	Democratic Candidate	Republican Candidate
Lycoming		Penn. 17	William C. Reuter	*Herman Schneebeli
Maricopa				
Phoenix city	109B,113D	Ariz. 1	Alton Riggs	*John J. Rhodes
	108C,106C	Ariz. 3	George F. Senner	Sam Steiger
Tract PE-0008, Peoria div.		Ariz. 3	George F. Senner	Sam Steiger
Marion				
Indianapolis	121A	Ind. 6	James Nicholson	*William Bray
	123B	Ind. 10	Robert Staton	*Richard Roudebush
	105A,108B	Ind. 11	*Andrew Jacobs	Paul Oakes
Tracts 0211 and 0212		Ind. 6	James Nicholson	*William Bray
Lawrence		Ind. 10	Robert Staton	*Richard Roudebush
Marshall		Ind. 3	*John Brademas	Robert Ehlers
Mercer		N.J. 4	*Frank Thompson	Ralph C. Chandler
Minnehaha		S.D. 1	Francis Richter	*Ben Reifel
Mississippi		Ark. 1	*E. C. Gathings	None
Montgomery, Ala.		Ala. 2	Robert F. Whaley	*William Dickinson
Montgomery, Ohio				
Dayton; Kettering		Ohio 3	*Rodney Love	Charles Whalen
Xenia city and twp.		Ohio 7	None	*Clarence Brown Jr.
Muhlenberg		Kent. 1	*Frank Stubblefield	Richard Nicholson
New London		Conn. 2	*William St. Onge	Joseph Goldberg
New Jersey				
Tract MS-033, Morris twp.		N.J. 5	Carter Jefferson	*P. Freylinghuysen
Upper Saddle River; Waldwick		N.J. 7	Robert E. Hamer	*William Widnall
Clifton city; Wanaqueboro		N.J. 8	*Charles Joelson	Richard M. Demarco
Newark		N.J. 11	*Joseph G. Minish	Leonard Felzenberg
Clark twp.; Kenilworth boro		N.J. 12	Robert Allen	(Mrs.) F. P. Dwyer
Roselle Park boro; Union twp.		N.J. 12	Robert Allen	(Mrs.) F. P. Dwyer
New York				
Queens	081B,085B	N. Y. 8	*Benj. Rosenthal	Thomas C. Gowlan (Cyrus Julien, Con.)
	053A,083J	N. Y. 9	*James Delaney (David Green, Lib.)	John F. Haggerty
Brooklyn	084F,085D	N. Y. 10	*Emanuel Celler	Erwin Rosenberg
	056F,085J	N. Y. 12	*(Mrs.) Edna Kelly	Alfred G. Walton
	054C,058F	N. Y. 14	*John J. Rooney	Leon Nadroski
Manhattan	051G,051R	N. Y. 19	*Leonard Farbstein (E. Morrison, Lib.)	Henry Del Rosso
	074B,076L	N. Y. 20	*William F. Ryan	N. C. Harlowe (C. S. Weller, Con.)
Bronx	051A,051I	N. Y. 22	*Jacob H. Gilbert (C. Rosario, Lib.)	Pedro Rodriguez
	054I,071J	N. Y. 24	(Mrs.) Aileen Ryan (John Hagen, Lib.)	*Paul Fino

Dave —

In Maricopa BU,
Tract PE-0008, Peoria
One is *not* in dist.
03, but in 1.
Do you still have
the map? He
should check to make
sure the 108C + 106C
are in 3, as well —

W

PSU (Place and Segments as Needed)	State & CD	Democratic Candidate	Republican Candidate
New York			
East Meadow	N. Y. 4	Martin Steadman	*John W. Wydler (D. Serrell, Con.)
Malverne vill.; Seaford	N. Y. 5	*Herbert Tenzer (C. Fisher, Ind.)	Thomas Brennan
Yonkers city	N. Y. 25	*Richard Ottinger	Frederick Martin
Suffern; Tract RAM-24, Rampano	N. Y. 27	*John G. Dow	Louis V. Mills (Fred Roland, Con.)
Onondaga			
Oswego	N. Y. 31	Raymond Bishop	*Robert McEwen
Syracuse; Lysander town	N. Y. 34	*James Hanley	Stewart Hancock
Manlius town; Van Buren town		(N. Balabanian, Lib.)	(B. K. Souler, Con.)
Orange			
Casselberry town div.	Fla. 4	*Sidney Herlong	None
Orlando; Tract 25; Tract 43	Fla. 5	None	*Edward Gurney
Philadelphia			
Philadelphia city 070A,078C	Penn.1	*William Barrett	(Mrs.) B. K. Chernock
082C,0820	Penn.3	*James Byrne	W. T. Darmopray
075B,081C	Penn.5	*William Green	M. J. Bednarck
Tract M-85, Lower Frederick twp.	Penn.13	William Searle	*Richard Schweiker
Pottstown boro	Penn.13	William Searle	*Richard Schweiker
Camden city; Haddon Hgts. boro.	N.J. 1	Michael Piarulli	John Hunt
Pitt	N.C. 1	*Walter Jones	John East
Pittsburgh			
Pittsburgh (city)	Penn.14	*William Moorhead	R. L. Thornburgh
Tract WE-32,N.Huntington twp.	Penn.21	*John Dent	Edward Byrne
Youngwood boro; Scottdale boro	Penn.21	*John Dent	Edward Byrne
Plumas	Cal. 2	*Harold Johnson	William Romock
Pulaski, Ark.	Ark. 2	*Wilbur Mills	None
Pulaski, Va.	Va.9	*W. Pat Jennings	William Wampler
Rankin	Miss. 4	G. V. Montgomery	L. L. McAllister
Richland	S. C. 2	Fred LeClerq	*Albert Watson
Richmond	Va. 3	*David Satterfield III	None
St. Joseph	Mich. 4	John V. Martin	*Edward Hutchinson
St. Louis			
St. Louis 021C,023B	Mo. 3	*(Mrs.) L. K. Sullivan	Homer McCracken
001A	Mo. 1	*Frank Karsten	Robert Sharp
Tract MC-23, Ft. Russell twp.	Ill. 24	*Melvin Price	John Guthrie
Cottage Hills (U)	Ill. 24	*Melvin Price	John Guthrie
Ferguson city	Mo. 1	*Frank Karsten	Robert Sharp
Tract 137 (pt), Bellerive-Bel Nor	Mo. 1	*Frank Karsten	Robert Sharp

PSU (Place and Segments as Needed)	State & CD	Democratic Candidate	Republican Candidate
Salt Lake	Utah 2	*David S. King	Sherman P. Lloyd
San Bernadino			
Arrowhead	Calif.33	*Ken W. Dyal	Jerry L. Pettis
Fontana	Calif.33	*Ken W. Dyal	Jerry L. Pettis
Riverside	Calif.38	*John V. Tunney	Robert R. Barry
San Diego	Calif.35	Thomas B. Lenhart	*James B. Utt
San Francisco			
San Francisco (city)	Calif. 6	LeRue J. Grim	*William Mailliard
Millbrae city, San Bruno city	Calif.11	Mark Sullivan	*J. Arthur Younger
Berkeley city	Calif. 7	*Jeffery Cohelan	Malcolm Champlin
Santa Clara	Calif.10	George Leppert	*Charles S. Gubser
Sarasota	Fla. 17	*James A. Haley	None
Sheboygan	Wis. 6	*John A. Race	William Steiger
Stoddard	Mo. 10	*Paul C. Jones	Wm. Bruckerhoff
Susquehanna	Penn. 10	Neil Trama	*Joseph M. McDade
Taylor	Tex. 17	*Omar Burleson	None
Toledo	Ohio 9	*Thomas Ashley	(Mrs) J. Kuebbler
Tulare	Calif.18	*Harlan Hagen	Robert B. Mathias
Tulsa	Okla. 1	Ed Cadenhead	*Page Belcher
Ulster	N.Y. 28	*Joseph Y. Resnick	Hamilton Fish, Jr. (Jim Hervey, Con.)
Washington, D. C.			
Tract MOC-32 Dist. 13; Wheeton	Md. 8	Royce Hanson	Gilbert Gude
Vienna town	Va. 8	George Rawlings	William L. Scott
Tract FAX-38, Dranesville dist.	Va. 8	George Rawlings	William L. Scott
District of Columbia	No Congressman		
Watauga	N. C. 9	Robert Bingham	*James T. Broyhill
Whatcom	Wash. 2	Lloyd Meeds	Eugene M. Smith
Worcester	Mass. 4	*Harold Donohue	None
York	Maine 1	Peter N. Kyros (T. Maynard, Ind.)	Peter Garland

* Denotes Incumbent Candidate

ISR

SURVEY RESEARCH CENTER / INSTITUTE FOR SOCIAL RESEARCH / THE UNIVERSITY OF MICHIGAN / ANN ARBOR, MICHIGAN 48106

November, 1966

Dear Sir:

One of the interviewers on our staff will be calling at your home soon in connection with our regular quarterly opinion survey.

Each address we go to, all over the country, is chosen entirely by chance (using the latest scientific techniques) to represent several thousand American homes. Therefore, it is important that we talk to someone at each selected address. There is no other way to get a true picture of how <u>all</u> the American people are getting along these days, and how people <u>feel</u> about important questions of the day. We are <u>not</u> interested in talking to just those people who think they know most about such matters or who are accustomed to being asked their opinions.

The Survey Research Center of the University of Michigan has been conducting nationwide studies of public opinion for over 20 years. Our reputation is built upon our deep concern for the rights of the people we talk with. Your interview will be held in strict confidence. Please ask our interviewer for his or her identification as an employee of the University of Michigan. I would like to emphasize that we are in no way a sales organization.

The enclosed folder answers questions frequently asked about the Survey Research Center. Please write me or ask our interviewer if you have any further questions.

People find our interviews enjoyable and interesting. They tell us they are especially interested in knowing how a study comes out and, upon request, we will be happy to send a report of our findings as one way of saying thank you for your help with this important project.

Sincerely,

Angus Campbell

Angus Campbell
Director

AC:ek
Project 504

The University of Michigan
Survey Research Center
Project 504

FALL 1966 OMNIBUS

Cover Sheet
for
Random Respondent from Primary Family
and Extra DUs

Int. No.
Do not write in above space.

1. Place Interviewer's Label Here

2. Your Int. No. ____________

3. Date Taken: ____________

4. Length of Int.: ____________ (minutes)

5. Segment No. ____________ 7. PSU: ____________

6. Line No. ____________ 8. State: ____________ 9. City: ____________

10. Address (or Description): ____________

11. Are there any other Dwelling Units at this specific address?
☐ No ☐ Yes → Make out a white (I) cover sheet for any extra DUs and interview at each one.

12. PROCEED TO THE LISTING BOX ON THE FIRST PAGE OF THE INTERVIEW AND FILL OUT COLUMNS a-g.

13. Check the appropriate box below:

☐ No politically eligible person in Family Unit No. 1
Skip to Item 18 below. Use the blue (Ia) cover sheet to select an economic respondent.

☐ Only one politically eligible person in Family Unit No. 1 -- he/she is your respondent.

☐ More than one politically eligible person in Family Unit No. 1
Use the Selection Table at the right to determine which one of them is your respondent. Circle the number of politically eligible persons in Family Unit No. 1 and the corresponding number that identifies the person to be interviewed.

Selection Table E1

If the number of eligible persons in Family #1 is:	Interview person numbered:
1	1
2	2
3	3
4	3
5	3
6 or more	5

14. In column h. of the listing box on the first page of the interview check (✓) the person you have selected as your respondent.

15. Is the selected R either head or wife?
☐ Yes → Check "All Sections" box on first page of interview and ask R all sections (A,B,C,D).

☐ No → Check "Political Sections Only" box on first page of interview and ask R political sections only (A,C,D).

Also use the blue (Ia) cover sheet to select an economic respondent to interview from Family Unit No. 1. in addition to the random respondent.

16. For this interview ask Page 27 X Check the applicable "Page 27 X" box on the first page of the interview.

17. If interview is taken with selected respondent, attach cover sheet to interview and return.

18. If no interview is taken with selected respondent (or if there is no politically eligible person in Family Unit No. 1), fill out Nonresponse Form on back and return.

19. Are there any secondary family units in the DU? (See column b in the listing box on the first page of the interview.)
☐ No ☐ Yes → Make out green (II) cover sheet(s) and take an interview in each secondary family.

20. Complete call record on reverse side.

CALL RECORD

Call Number	1	2	3	4	5	6	More (specify)
Hour of the Day (plus AM or PM)							
Date							
Day of Week							
Results							

NONRESPONSE FORM

1. Check reason for nonresponse below and explain more fully as necessary.

- ☐ HV------House Vacant, not being lived in. Record below if seasonal DU.
- ☐ AND-----Address Not a Dwelling. Describe below (commercial, house burned, etc.)
- ☐ NAH-----Not At Home; DU being lived in but no one at home after required no. of calls.
- ☐ Ref(IC)-Refusal by Initial Contact; not enough information to select R. Describe below & in 4
- ☐ Ref(R)--Refusal by selected Respondent after listing completed. Describe below.
- ☐ RA------Respondent Absent; someone at DU but selected R never available. Describe below.
- ☐ NER-----No Eligible Respondent.
- ☐ Other---No interview obtained for reason other than above. Explain fully below.

COMMENTS:

2. For all cases supply as much of the information below as possible, without asking neighbors.

   a. Race: /White/ /Negro/ /Other ________________/

   b. Estimated Income: /Under $5000/ /$5000-$10,000/ /Over $10,000/

   c. Type of Structure:

   - ☐ Trailer
   - ☐ Detached Single-Family House
   - ☐ Two to Four Family House
   - ☐ Row House (3 or more units in attached row)
   - ☐ Apartment House (5 or more units; free access to DU)
   - ☐ Apartment House (5 or more units; locked entry or guarded by doorman or both)
   - ☐ Apartment in a partially commercial structure
   - ☐ Other ________________

3. For all cases in which you have some information in the listing box on the first page of the questionnaire tear it off and attach it to this cover sheet for return to the Field Office

4. For Ref(IC) only provide as much of the following information as possible.

   a. Sex of Contact: /Male/ /Female/ b. Estimated Age of Contact ________

   c. Contact is: /Head/ /Wife/ /Other ________________/ /DK/

   d. Is there a married couple in the DU? /Yes/ /No/ /DK/ e. Estimated No. of Adults in DU ________

   f. Ages of children home at time of refusal: (CHECK AS MANY BOXES AS APPLICABLE)
   /Under 2/ /3-5/ /6-18/ /DK Ages/ /No children in evidence/

THE UNIVERSITY OF MICHIGAN NEWS SERVICE
ANN ARBOR

FOR RELEASE WEDNESDAY, NOVEMBER 9, 1966

U-M Researchers
Study Election

ANN ARBOR--University of Michigan social scientists are beginning a major study concerned with voting behavior and public opinion in yesterday's election. The 1966 election study represents the ninth in a series of studies of presidential and congressional elections initiated in 1948. The results of these studies have been published in The Voter Decides, Group Differences in Attitudes and Votes, The American Voter, Elections and the Political Order, and in numerous articles in magazines and journals.

In addition to the political questions the interviews will be seeking information from consumers about their views of recent economic trends and their plans to purchase various items. These questions are part of the well-known Survey Research Center quarterly surveys on the Outlook for Consumer Demand.

The Survey Research Center is a division of the University of Michigan's Institute for Social Research. It maintains a staff of trained interviewers in 76 areas located within 36 of the American states and Washington, D.C. These interviewers will be contacting respondents at about 1600 addresses, including some in this area, which are scientifically chosen to provide an accurate cross-section of the opinions of the American people.

Results of the interviews, never identified with any individual person or address, will be coded, analyzed, and published in a statistical report. These reports are of great value to government officials, businessmen, economists, and educators who seek a better understanding of the conditions and ideas existing in the United States today.

The University of Michigan
Survey Research Center

PROGRESS REPORT FOR NOVEMBER 9 - NOVEMBER 15 PERCENTAGE TO BE COMPLETED IS 25%.

Office Contact's Name: ______ PSU: ______ PROJECT NO. 504

	Office Contact		Name of Interviewer:		Name of Interviewer:		Name of Interviewer:		Total for PSU:
1. Total Sample Size	____	+	____	+	____	+	____	=	____
2. Enter here the total number of cover sheets that you have so far classified as NS (HV, AND, OSB, NER, ETC.)	____	+	____	+	____	÷	____	=	____
3. Subtract "2" from "1" to obtain total number of possible interviews	____	+	____	+	____	+	____	=	____
4. Enter here the number of interviews completed.	____	+	____	+	____	+	____	=	____
5. Enter here the number of cover sheets classified as NI (NAH, RA, REF, NI - OTHER) which will remain NI for the entire study. This category does not include addresses where you are continuing to try to get an interview, like an NAH, for example	____	+	____	+	____	+	____	=	____
6. And here enter the total number of cover sheets on which you are still working.	____	+	____	+	____	+	____	=	____
7. As a check to make sure your entries are accurate, the figures entered to Items 4, 5, and 6 should add up to the same figure you have entered for Item 3. Then to obtain your present response rate, divide the figure in #4 by the figure entered in #3. 3 / "4"	____	+	____	+	____	+	____	=	____
8. Enter here the number of cover sheets you have mailed to the Field Office.	____	+	____	+	____	+	____	=	____
9. Are there any addresses in your assignment which have not yet been visited?	☐ Yes ☐ No How many? ____	+	☐ Yes ☐ No No.? ____	+	☐ Yes ☐ No No.? ____	+	☐ Yes ☐ No No.? ____	=	☐ Yes ☐ No No.? ____
10. Will you complete this project's interviewing by the deadline?	☐ Yes ☐ No	+	☐ Yes ☐ No	+	☐ Yes ☐ No	+	☐ Yes ☐ No	=	☐ Yes ☐ No

IF THERE ARE MORE THAN FOUR WORKING ON THIS PROJECT, PLEASE USE REVERSE SIDE FOR ADDITIONAL ENTRIES. THE OFFICE CONTACT SHOULD COMPLETE A COLUMN FOR EACH PERSON WORKING ON THE PROJECT.

MAIL THIS COPY TO YOUR SUPERVISOR ON WEDNESDAY, NOVEMBER 16.